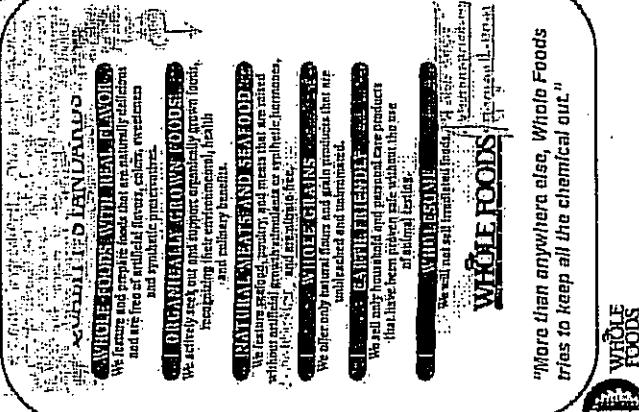


Exhibit 27 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX01344)

[PORTIONS REDACTED]

# WFM Shoppers Trust the WFM Brand



## WFM shoppers respect WFM's legacy as

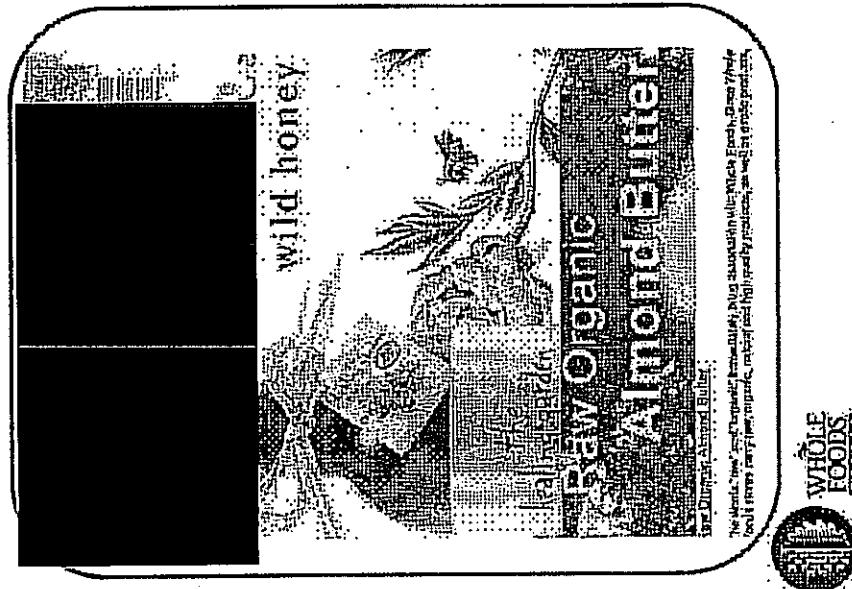
- Pioneers in no retailing
- Watchdogs in organic standardization and sustainable agriculture
- Evangelists in health & wellness
- They trust WFM more than any other national retailer to give clear markers of authenticity in terms of freshness, ingredients and traceability.
- They recognize WFM's n/o mission and core values, not by reading messaging written on the retail walls or on-line, but by:
  - The selection of products and brands in-store
  - The in-store retail experience
- Depending on their own understanding of n/o and their wellness orientation, they may have slightly different interpretations of WFM's n/o values. Generally, these values are thought to be:
  - Quality (fresh, good tasting)
  - Pesticide and hormone free
  - Keeping out the bad stuff (chemicals, trans fats, HFCS)
  - Healthier or better-for-you choices

PX01344-001

(20)

## WFM is the Gatekeeper for N/O Products

- They trust that WFM will filter complex and contradictory nutritional, health or lifestyle information into usable form-products for everyday consumption.
- They trust WFM to source and stock products based upon n/o quality standards and healthfulness that are good for
  - My (family's) health
  - The environment and animals
  - Local/niche manufacturers & farmers
  - Economies elsewhere (fair trade)
- WFM saves consumers cognitive effort with pre-selected healthy, authentic n/o products

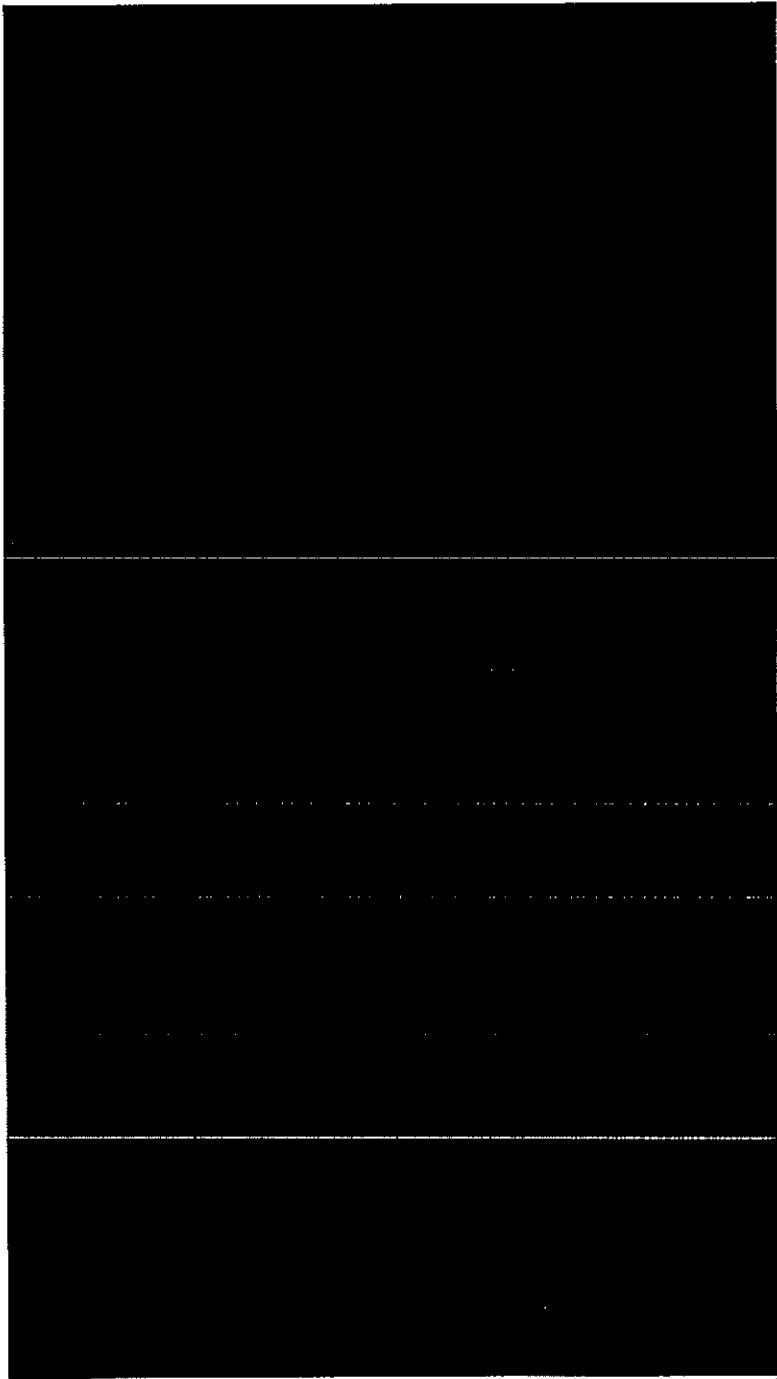


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In-Store Shopping Behavior: Buying Local/Niche vs.  
Mainstream



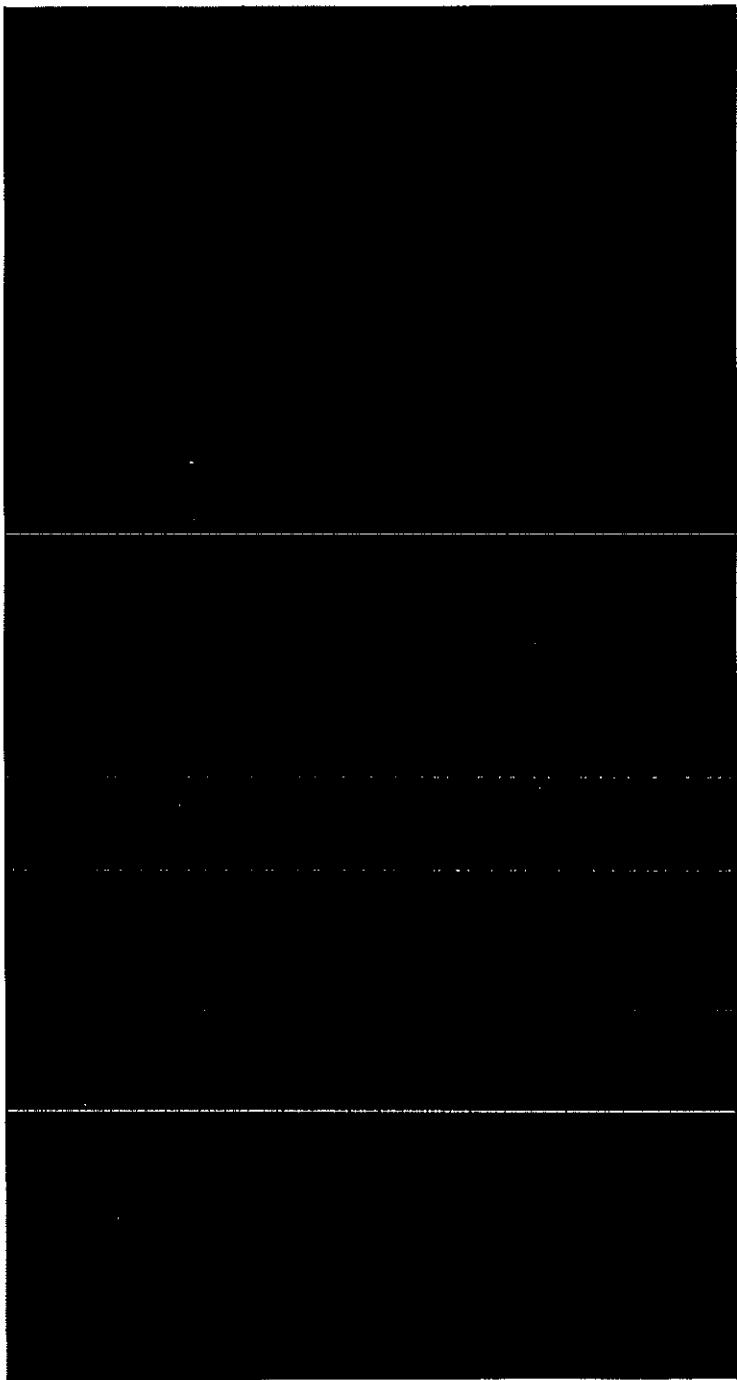
31



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In-Store Shopping Behavior Buying Mainstream N/Q  
Brands AS LONG AS



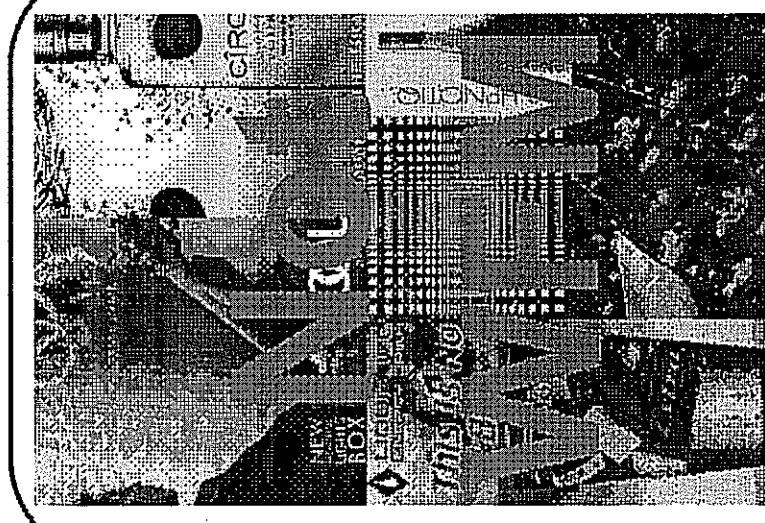
32

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## What WFM Shoppers Don't Want to See in WFM

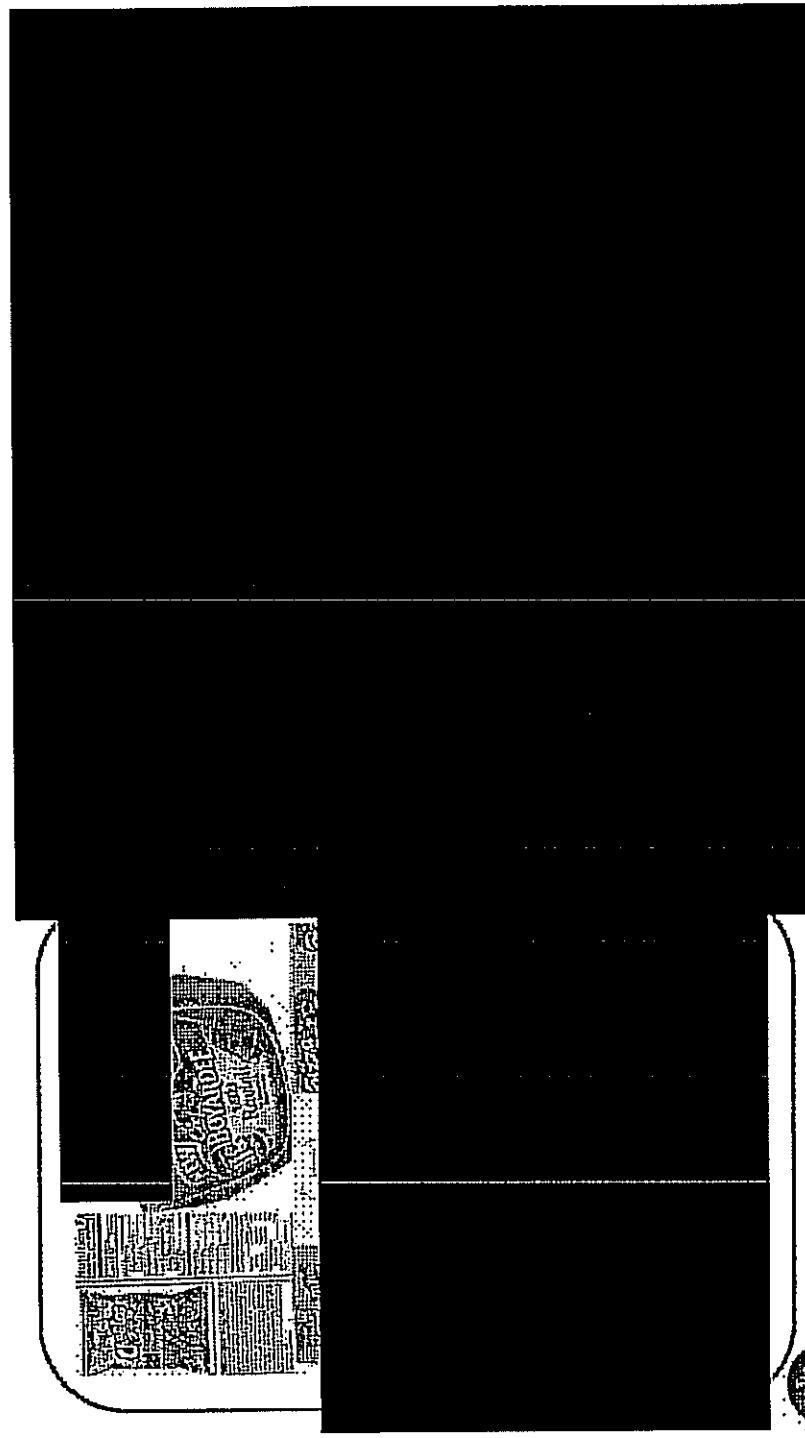
- WFM shoppers uniformly describe products and brands that do not belong in WFM as...
  - Signifiers of an unhealthy lifestyle
  - Industrial food
  - Fake food
  - Quick fixes
- They don't want to see American cultural icons that have not evolved to fit their wellness/foodie lifestyle.



WHOLE  
FOODS

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Strategies for Introducing Mainstream N/O Brands  
Have Clear Markers of Quality & Authenticity

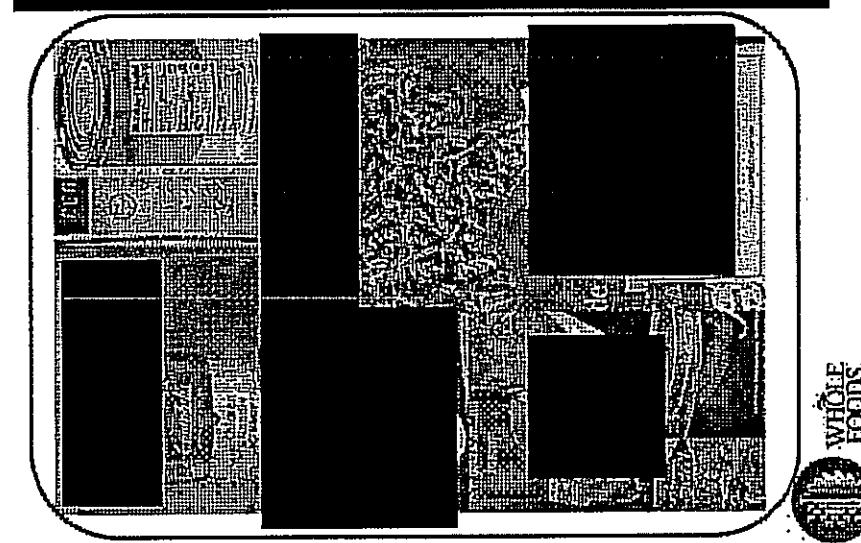


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## Strategies: Blend in with the Current Product Mix

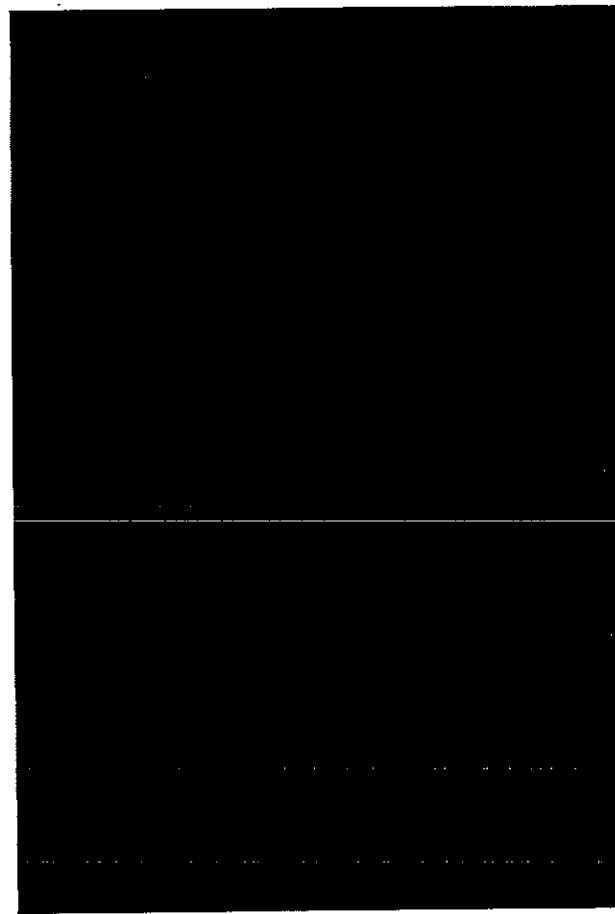
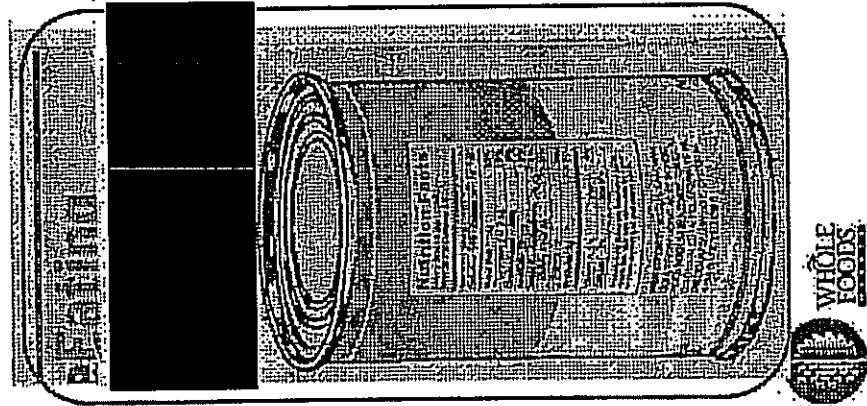


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Strategies Preserve Quality of N/O Categories &  
Mainstream N/O Branches



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